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Report to the U.S. Environmental Protection Agency on Wood Preserving Industry Participation in the Voluntary Consumer Awareness Program

**The American Wood Preservers Institute
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Preface

The American Wood Preservers Institute (AWPI) is the national trade association representing the United States wood preserving industry. Founded in 1921, the American Wood Preserver's Institute provides a forum for its members to define and prioritize the industry's collective goals. AWPI develops and implements programs to address issues affecting the industry's ability to manufacture and sell effective, safe, and environmentally sound treated wood products.

The Voluntary Consumer Awareness program was developed in 1986 in conjunction with the EPA to meet the collective goal of getting treated wood safe handling and use information to the consumer.

The Wood Preserving Industry's Ongoing Commitment to Consumer Awareness: *An Introduction*

Overview

Both the American Wood Preservers Institute (AWPI) and the EPA agree that consumers need safe handling and use information about treated wood. The wood preserving industry, led by AWPI, has worked hard to make sure that consumers receive and retain this information.

AWPI once focused itself primarily on legislative and regulatory issues. Yet, in the past two years, we have changed that focus drastically to reflect the growing need to communicate information about treated wood to consumer audiences and other end-users of our products. As a result, we have developed a broad-reaching, well-researched public information program designed to reach a wide variety of publics. This program has become an important part of our ongoing programs.

In this report, we will discuss the specifics of our consumer outreach program as well as describe how we are meeting the requirements of the VCAP as they were defined seven years ago.

**The consumer
information sheet**

The VCAP's basic element is the Consumer Information Sheet containing EPA-approved use and safe handling information about treated wood products. Industry members assume the responsibility of printing and distributing the brochure to retailers who redistribute it to consumers at the point of sale. Year after year, wood preservative formulators and wood treaters have demonstrated 100% participation in the VCAP. (See previous year CAP audits)

This year, as in past years, industry involvement has not been limited to distribution of the CIS sheet. Industry members also wrote letters to retailers and wholesalers urging their awareness and participation in the VCAP. AWPI conducted a survey of 36 of these companies and found that they sent a total of 4,426 letters, made 2395 telephone calls, and made 729 personal visits to increase the levels of retailer participation. In addition, the 36 companies surveyed distributed 57,121 consumer information sheets. Despite these efforts, retail participation has not been as high as the industry would like. Later in this report, we will discuss this issue and others that account for declining retail participation...and our proposed solutions to that decline.

**AWPI responds to
the growing need for
public outreach
programs**

AWPI's Public Affairs Committee, now the dominant committee in our association, in terms of resources and personnel, also contributes greatly to the dissemination of consumer information. Chaired by Bill

Crossman of Atlantic Wood Industries, the committee monitors deficiencies in communication and dispenses information accordingly.

"Misconceptions about treated wood products occur when consumers don't have access to proper use and safe handling information about treated wood," Crossman said. He and many others in the industry acknowledge that lack of communication can be harmful to the industry.

The bottom line — the wood preserving industry is 100% committed to the goals of VCAP. We have even conducted research to find out what the public needs to know about the proper use of treated wood and to find out the most effective ways of getting that information to consumers in ways they will retain it. This report describes AWPI's current efforts, provides you with the results of our research, and makes recommendations for the future of the consumer awareness program.

New Ways to Reach Consumers

In 1990, AWPI formed a Public Affairs Committee to handle the growing demand for consumer information over and above the VCAP. Now the most active committee in our association, the Public Affairs Committee monitors and responds to consumer questions about treated wood products while simultaneously developing new, more effective ways to inform the public about treated wood.

Targeting Audiences

One of the most successful projects the committee has undertaken is the recently published Answers to Often-Asked Questions About Treated Wood (OAQ). The book, which contains over 70 pages of consumer and technical information about treated wood, was offered free to 13,000 county extension agents nation wide.

Why county extension agents? Our research has told us that the public receives much of its consumer information from this segment of the public who answer inquires and write columns in local newspapers. To date, we have distributed over 2,000 copies of OAQ to this influential group. An additional 1500 copies have been sold to industry members, government agencies, and universities.

Following is a sampling of the questions contained in OAQ:

- ◊ Where can consumers get consumer information sheets about the

handling and use of pressure treated wood products?

- ◊ Where can additional information about pressure treated wood be obtained?
- ◊ What are EPA's guidelines for the use and handling of CCA treated wood? Creosote treated wood? Pentachlorophenol treated wood?

The answers to the last set of questions contain the exact wording found in the consumer information sheet.

The committee plans to publish an updated version in 1994 and will redistribute it in the same fashion as in 1993.

Communication through mass media

Approximately one year ago, AWPI employed a news service that allows us to write stories containing public information. These feature stories are sent to newspapers across the country who use them as "fillers", free of charge. As of October, over 1000 of these stories have been placed for a total of 224,424,848 readers.

Each story contains the following paragraph:

"A consumer information sheet is available in most hardware or lumber outlets, or by writing the American Wood Preservers Institute, Dept. NU, 1945 Old Gallows Road, Suite 150, Vienna, VA 22182. Or call 1-800-235-8119."

AWPI monitors the 800 number and mails consumer information sheets when they are requested.

Copies of articles currently in circulation are included at the end of this report. We have also experimented with a similar radio program.

Video as a learning tool

The Treated Products Communications Council (TPCC), a coalition of wood preservers' and lumber industry associations formed to coordinate communications efforts, recently developed a video about treated wood for use in schools. The video — starring former NFL player and current wood preserver Bert Jones — will serve as an introduction piece that will pave the way for a discussion of the proper use and safe handling procedures for treated wood. The informative program, complete with lesson plans and worksheets, is currently being tested in Louisiana school systems.

TPCC is also working on other educational materials, including a condensed version of OAQ that will be available for distribution in early 1994.

Broadening communications efforts

Over the past several months, AWPI and the industry have formulated an outline and plans to kick off an extensive public awareness program called Campaign 2000. The program is designed to make a direct and measurable impact on the consumers of our products. The safe use and handling message will be clearly presented in Campaign 2000. Elements of the program currently being considered include: an exhibit of treated wood products and consumer literature designed to tour malls and home shows nationwide, a technical grants program to supplement government

agencies and academia who seek to fill research gaps regarding treated wood products, a quality program which would include a "seal of assurance", and expanded use of our 800 number.

**AWPI public affairs
and strengthening the
future of the VCAP**

We intend to continue our efforts to promote and enhance the original Consumer Awareness Program, which was designed in conjunction with the EPA. While the expanded AWPI and Campaign 2000 programs are intended to bolster and improve the industry's overall efforts to reach the public, some thought and discussion should be devoted to modifications of the original VCAP program to expand channels used to get safe handling information to consumers. Specifically, multiple target audiences and a variety of communications resources are necessary. These avenues represent a departure from the previous focus on the dissemination of specific language in a single piece of literature, i.e., the CIS.

The research we are about to discuss will shed some light as to why these changes are needed and how we might go about them.

Consumer Research and Effective Measurement

Before we began expanding our communications program and planning for Campaign 2000, we wanted to make sure we had valid benchmark data on which to base our efforts. We had no knowledge of what the public does or does not know about treated wood or if they have been getting and remembering the information with which we have been providing them. We did not know what methods were most effective in distributing consumer information either at point of sale or elsewhere. Finally, we had no way of knowing if retailers and their sales forces were informed of treated wood handling procedures. In order to fill these information gaps, AWPI hired public relations agency and research firm L.C. Williams to design and conduct research. A description of each of these studies, their results and our conclusions follow.

Public opinion research

How aware is the American public about treated wood products? — We attempted to answer this question and other related questions during our most recent public opinion polls. From May 5 to May 13, 1992, L.C. Williams conducted focus groups in six cities: Hartford, Atlanta, Dallas, Chicago, Seattle, and Los Angeles. In June of 1992, 1,000 Americans were randomly selected and interviewed via telephone about treated wood. In

June of 1993, we surveyed another 1,000 Americans in a repeat of the previous year's research.

In each case, respondents were demographically represented by region, sex, age, income and occupation.

The 1993 research results show that fewer Americans have concerns than last year about the consumer and industrial uses of pressure treated wood. In 1992, 79% of Americans said they had no concerns about the home uses of treated wood as compared to 83.3% in 1993. This small change may in part be due to our increased efforts on the consumer awareness front; however, we need to continue our research to be sure if this change is significant.

AWPI interprets these results as positive. However, there is a sizeable minority who do have questions regarding treated wood products and their use. In fact, results show that among product purchasers, only 1/2 were aware of safe handling procedures — proving that information flow to this audience must continue to be expanded.

Getting the consumer's attention

Are consumers of treated wood products picking up Consumer Information Sheets at the point of sale? — important information to know when assessing the VCAP program, but not evident in the VCAP audit. We decided to fill this information gap by conducting research in one of

St. Don't know how
aware the public is about
pressure treated wood

the nation's largest retail chains: Home Depot.

Two questions needed to be answered when we conducted this research at a store in Atlanta, Georgia. First, we wanted to determine what kinds of signs were most effective in grabbing the Consumer's attention. Second, we wanted to know if a person would, in fact, pick up a consumer information sheet if they saw such a sign.

We chose the Atlanta Home Depot because of its large sales volume on weekends, location of all lumber in one aisle, and dedicated lumber check-out counters. Following is a description of each of the signs we tested. All signs contained the message, "Ask for free handling and use information on treated wood."

Weekend One — The control. We used a small literature rack containing consumer information sheets already in place at the lumber check out counter.

Weekend Two — We placed an electronic sign above the check-out counters. The sign instructed consumers to ask for a consumer information sheet.

Weekend Three — We installed double-pocketed plastic hang-tags above the treated wood lumber displays with price and sizing information in the top pocket and a sign urging consumers to ask for a consumer information sheet in the bottom pocket. Behind the bottom pocket we included the complete text of the consumer information sheet.

Weekend Four — We installed stick-on signs on the cantilevers holding the treated wood.

Weekend Five — We placed stick on signs on the floors of lumber carts.

In order to determine which signs worked best we conducted interviews at the check-out stands with purchasers of treated wood, surveying a total of 412 people.

Of all the signs we tested, people noticed the plastic hang-tags the most. However, only 21% of the consumers buying treated wood when the plastic hang-tag was displayed actually noticed it. 79% of people buying treated wood that weekend saw nothing.

The experiment showed that the best sign to use as a way to reach consumers in the store is one that is near the product and its price and size information, like the plastic hang-tags. However, it also shows that in-store signs may not be the best way to reach consumers since only 1/5 actually noticed the plastic hang-tags, the most popular of the four methods. In fact, of those who noticed the signs only 1% said they planned to pick up a consumer information sheet. (50 0 2 at 7 412)

If consumers aren't choosing to pick up consumer information sheets, where do they get their information about pressure treated wood? We asked the 412 people we surveyed about the signs to answer this question. 6.2% said they had gotten information about the handling of

perhaps if saw
that another
display should be
experimented

treated wood through a consumer information sheet. Nearly four times as many said that they learned about safe handling through mass communications, especially television and magazines. This statistic shows the potential effectiveness of using mass media to get the safe handling messages to consumers, much in the way that AWPI is using our news service and 800#.

Finally, the study proves that the simple act of getting consumer information sheets into the stores will not ensure that a consumer will pick up a sheet or even read it.

The VCap Survey

The results of this year's VCAP survey are similar to past year results in that wood preservers and chemical formulators have consistently shown a 100% participation rate.. Retailer participation is low in comparison, and continues to decline. Still, retailers are participating.. Therefore, the VCAP program as it was defined eight years ago is working.

Why do retailers always come up short when it comes to auditing VCAP participation? In order to examine the retailers' role in this program, we need to look at the change in relationship between retailers and lumber producers, trends in the lumber and retail industries, and finally the nature of the VCAP audit itself.

The Retail Market as A Channel for Consumer Information

We've shared the results of our Home Depot survey that showed consumers aren't likely to request consumer information at the point of sale even if they see a sign telling them to do so. Another aspect of this problem involves retailer motivation and ability to distribute consumer information.

The two biggest trends our industry has seen in relation to the retail market are the "commoditization" of treated lumber — significant increases in retail competition and associated reduction in profit margins — and the advent of mass merchant chains, warehouse-type presentation and the use of treated lumber as a "loss-leader."

An ongoing customer survey conducted by Melco, a wood preserving company and member of AWPI, showed that gross margin percentages have deteriorated from the 35% range in the mid 80's to 18% last year at contractor oriented retailers. Among the mass merchants, GPM on treated lumber ranges as low as 9% to 13% .

As a result of the aforementioned factors, retailer commitment and attention to the product has diminished. At best, retailers are only good merchandisers of products. They do little to communicate facts and

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information to a highly uneducated consumer audience. The employee/customer ratio is high and employees are not well trained to sell. Signs and attractive displays do have limited ability to draw attention to CIS information, but retailers won't want to devote additional resources to promote this type of effort.

AWPI recognizes the factors that contribute to low retailer participation in VCAP. As a result, we've expanded our communications program to include many different channels and a variety of audiences — you've seen evidence of this expansion in a previous segment of this report.

A shift in measurement

With the change in retail presentation and the expansion of the channels of communication under Campaign 2000 should come a shift in the focus of measurement. It is more important to measure changes in public awareness of the information we are disseminating than the presence of specific CIS materials at various points of distribution. For example, the VCAP audit measures name recognition of VCAP. While fewer retailers recognize the name VCAP, many are aware of safe handling information about treated wood. 85% of retailers we surveyed could name at least one safe handling procedure retail facilities. According to retailers audited on-site, retailers rely on manufacturers information which tends to communicate essentially the same information as is contained in the

consumer information sheet. Further, 90% of the retailers surveyed did have the CIS sheets in the stores, even though some of these retailers were not aware of their presence.

AWPI contends that the EPA's evaluation of the industry's program should encompass the broad range of activities we are currently undertaking to promote consumer awareness. In addition, it is clear that enhancements to the existing VCAP are necessary. Following are AWPI suggestions for specific changes to update and improve the VCAP and increase its effectiveness in communicating prudent handling and use precautions for treated wood products.

Industry Recommend- ations For a Strong VCAP Future

It is important that AWPI and the wood preserving industry continue to conduct public opinion research to determine what the public wants and needs to know. Such research has a direct connection to our first suggestion for VCAP improvement — to shift the measurement techniques of the VCAP audit to reflect the true effectiveness of ongoing consumer awareness efforts. The fact that the public understands safe handling of treated wood products relates directly to the fact that they are receiving the information. As we've shown, the mere presence of a consumer information sheet in a particular store cannot yield a similar conclusion.

Our next recommendation is to change the current Consumer Information Sheet to something more closely resembling the EPA region 5 document, called "Wood Preserving for Consumers" (document included at the end of this report). In it, you will find the same language contained in the CIS sheet. However, the material is packaged in Q & A format, in easy-to-read text, surrounded by attractive pictures and warm colors.

Incorporation of the CIS message in more appealing literature could increase its pick up. Another suggestion is to include the information in "How to" brochures — and other product brochures and materials the consumer will want to read and retain.

Our final suggestion is to continue expand our use of mass media and public relations techniques. As we've learned, effective communication requires the use of multiple channels. Campaign 2000 could have a significant PR component aimed at contractors, consumers, county extension agents — anyone who uses treated wood. By targeting both specific and influential audiences, we can ensure our message is heard, understood, and more importantly, remembered.

Conclusion

AWPI's commitment to consumer awareness, both in the form of the VCAP and supplemental public relations efforts, is strong. As in the past, we intend to continue working with the EPA to incorporate EPA's specific concerns within our consumer awareness programs.

We invite you to further discuss with us the ways in which the results of the VCAP can be improved, and to get your input in the substance of the message you would like us to communicate. We're convinced that the progressive, proactive approach we've taken towards consumer communication will be increasingly effective, and we look forward to an open dialogue with the EPA towards reaching our collective goal — getting information about treated wood to the consumer.

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...and the collective input of AWPI staff and membership:

- Victor E. Lindenheim, AWPI Vienna, VA
- Richard Dannenberg, Melco Perry, GA
- Bill Crossman, Atlantic Wood Industries Peapack, NJ

Appendix

- I. 1993 Audit of Treated Wood Wholesalers and Retailers for Compliance with the Voluntary Consumer Awareness Program
- II. Wood Preservatives for Consumers. EPA Region 5 publication
- III. News U.S.A. statistics on article Circulation. News USA.
- IV. News U.S.A. articles
- V. Excerpt from Often Asked Questions about Treated Wood
- VI. In Depth Interview Report. Executive Summary
- VII. Field Experiment Report. Executive Summary

1993 AUDIT OF TREATED WOOD WHOLESALERS AND RETAILERS
FOR COMPLIANCE WITH THE VOLUNTARY
CONSUMER AWARENESS PROGRAM

July 23, 1993

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INTRODUCTION

The American Wood Preservers Institute (AWPI) retained L.C. Williams & Associates to conduct a national survey for auditing compliance with the Consumer Awareness Program (CAP).

The CAP is the result of a settlement agreement entered into by the Environmental Protection Agency (EPA) and the wood treating industry. A voluntary program, the CAP was designed to promote public awareness through education about the safe use, handling and disposal of treated wood.

The key element in the CAP is the Consumer Information Sheet (CIS). A model CIS, developed by AWPI in conjunction with EPA, describes uses, precautions and safe working practices with respect to treated wood products.

The CIS serves as the main vehicle for conveying information about treated wood -- in the form of landscape ties, railroad ties, utility poles, fence posts, and treated lumber and timber -- to consumers.

The audit process provides statistical information regarding the effectiveness of the voluntary CAP:

- o what percentage of retailers are participating in the program -- as measured by signage and/or the availability or distribution of a CIS or other consumer information on the safe use and handling of treated wood
- o what percentage of retailers and wholesalers are aware of the CAP for treated wood by name
- o what retailers and wholesalers of treated wood understand their responsibilities under the CAP to be
- o retailers' and wholesalers' awareness of safe-handling procedures that should be taken when working with treated wood
- o what questions and concerns consumers have about pressure-treated wood

This year's audit, conducted during July, 1993, included telephone interviews with:

AWPI Consumer Awareness Program Survey -- 2

- 50 managers of the nation's largest retail lumber facilities
- 10 managers or owners of the largest wholesale lumber facilities

The 1993 audit also included on-site audits of 10 retail facilities that claimed to display signage encouraging pressure-treated wood consumers to ask for product usage and handling information sheets.

The on-site auditors verified the display of the signage and the availability of a pressure-treated wood information sheet.

AWPI Consumer Awareness Program Survey -- 3

METHODOLOGY

A national telephone survey of 60 leading pressure-treated wood retailers and wholesalers was conducted during the week of July 12, 1993.

The survey was developed upon AWPI's commitment to build awareness of safe-handling procedures for treated wood among consumers. The survey sample included:

- o 50 managers of retail lumber facilities with annual lumber sales of more than \$5 million, and
- o 10 managers or owners of wholesale lumber facilities with annual lumber sales of more than \$25 million

This sample ensures that the research was conducted among outlets that reach the largest number of purchasers.

A sample of this size replicates AWPI's previous projection of results to industry outlets at large. The margin of error for this survey is +/- 10%, with a 87.5% level of confidence.

Results of the 10 on-site signage audits are presented simply to determine whether the telephone survey information about signage is accurate. Given the number of audits conducted, these results are presented as data counts rather than percentage figures.

Copies of the retailer and wholesaler questionnaires, the on-site audit form, and listings of retail and wholesale establishments interviewed by telephone in conducting this research can be found in the appendices that follow this report.

AWPI Consumer Awareness Program Survey -- 4

EXECUTIVE SUMMARY

Survey results suggest that the CAP for treated wood is working operationally -- in terms of providing customers with both verbal and printed information on the safe usage and handling of treated wood:

- o 85% of retailers and wholesalers surveyed were aware of one or a number of safe-handling procedures
- o 9 of the 10 stores audited for consumer information had it on hand

But three significant issues pertaining to official CAP program execution remain to be addressed:

- o Recognition of the CAP "by name" is limited
 - o As a result, the availability of model CAP Consumer Information Sheets may be limited as well
 - o Retail facilities audited on-site rely on manufacturer information which tends to communicate essentially the same information about treated wood as the model CIS
- o Prominent display of signage encouraging customers to ask for consumer information appears to be the exception rather than the rule
 - o As a result, some consumers may never know that such information exists
- o Consumer information that retail facilities have on hand is not always easily located by customers
 - o As a result, consumers are in the position of needing to take the time to ask for employee assistance in locating the information

Increasing recognition of the Consumer Awareness Program "by name" and the key role of Consumer Information Sheets in the program hold the promise of getting more CISs into user's hands and furthering the safe usage and handling of treated wood products.

AWPI Consumer Awareness Program Survey -- 5

Awareness of Treated Wood Safe-Handling Procedures

Awareness of safe-handling procedures for treated wood is high among retailers and wholesalers. 85% of respondents could name at least one safe-handling procedure. The most commonly cited safe-handling procedures include:

- o 45% -- wearing gloves while handling treated wood
- o 32% -- wearing a dust mask
- o 23% -- not burning treated wood
- o 17% -- wearing safety goggles
- o 15% -- washing hands after handling
- o 15% -- not eating directly off treated wood

AWPI Consumer Awareness Program Survey -- 6

Customer Questions and Inquiries about Safety

Awareness of safe-handling procedures is appropriate given the types of questions customers ask about treated wood. Safe usage and handling questions are common:

- o 20% of retailers report questions about treated wood's chemical composition and depletion
- o 16% report questions about treated wood's safety for use around children and animals
- o 12% report general questions about safe handling

But only 4% of retailers mentioned requests for or questions about printed safety information on treated wood.

AWPI Consumer Awareness Program Survey -- 7

Customer Questions and Inquiries about Product Wear and Use

More common than safety questions, however, are consumer inquiries about the applications and longevity of treated wood:

- o 18% of retailers said they receive questions about the applicable uses of treated wood
 - o 6% report questions about applications for which treated wood is not recommended
- o 10% get questions about guarantees and warranties available when they buy treated wood
- o 22% of retailers report questions about treated wood's durability or wear
 - o 6% receive questions about treated wood's weather and moisture resistance
 - o 6% receive questions about the insect and rot resistance properties of treated wood

AWPI Consumer Awareness Program Survey -- 8

Questions about Product Use are more Common than Questions about Safety

Notably, 20% of retailers said that their customers do not ask any questions about treated wood products or their safe-handling.

These findings support last year's findings on customer information requests:

- o In 1992 reported questions on usage applications were more common than questions on product and handling safety, chemical composition and depletion, etc.

AWPI Consumer Awareness Program Survey -- 9

Retail Participation in CAP

Retail facility participation in CAP is strong in terms of displaying or distributing consumer information about the safe handling and usage of pressure-treated wood:

- o But prominent signage encouraging retail consumers to ask for this information is much rarer

78% of retailers surveyed said they either display consumer information at their sales counters or distribute that information to all purchasers of treated wood.

The retailer CAP participation of 78% during 1993 is thus equivalent to levels observed from 1986 through 1990 when 70% of respondents said that their facility participated in CAP.

CAP Participation Among Treated Wood Retailers and Wholesalers

1986 - 1993

	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1992</u>	<u>1993</u>
CAP Participation	70%	70%	70%	70%	45%	39%	78%

Note: No participation survey was conducted for 1991.

Retail Participation in CAP -- Signage

The results of the 1990 and 1992 CAP Audit Program on-site audits differ from those observed during other years. During 1990 and 1992, statements made by facility representatives which could not be substantiated by auditor observations were not included when calculating results. This assumption reduced the percentage of facilities considered to be compliant with the CAP.

17 of the 50 (34%) retailers surveyed said that their facility displays signs encouraging customers to ask for this information.

Most said that this signage was displayed either at a sales desk (53%) or on the sales floor in the area where treated wood is sold (29%). The entrance of the store (18%) and checkout areas (12%) were two other specified signage locations.

47% of retailers claiming to display CAP signage said that it is of letter-paper size. The remainder gave a variety of sizes, and 12% said they did not know what size the signage was.

But on-site audits of 10 retailers who claimed to display such signage yielded only two stores in which signage was observed:

- o 1992 on-site auditors observed signage in 21% of the facilities they visited -- suggesting that 20% is a safe estimate of true CAP signage display

AWPI Consumer Awareness Program Survey -- 11

Retail Participation in CAP -- Availability of CIS

Nine of the same ten stores subjected to on-site signage audits, however, had consumer information on the safe handling and usage of treated wood available on premise.

This information is usually from manufacturers and included tips on both usage and safe-handling:

- o Two on-site audits produced model CAP Consumer Information Sheets

The availability of treated wood manufacturer literature -- which includes safe handling information -- is thus quite common.

Obtaining this information, however, requires consumer knowledge and initiative -- knowing that such information is available and asking a salesperson for it:

- o Prominent display of signage directing consumers to ask for the information does not appear to be widespread
- o Only one of the ten auditors was able to "lay hands" on consumer information without employee directions or being physically handed the material

AWPI Consumer Awareness Program Survey -- 12

Name-Recognition of the Consumer Awareness Program

Retailer and wholesaler knowledge of treated wood safe-handling procedures is widespread. And consumer information on treated wood, while not always in the form of model Consumer Information Sheets, is readily supplied to people who know enough or think to ask.

But legal-name recognition of the "Consumer Awareness Program" is not especially common and continues to decline from previous years:

- o Only 30% of both treated wood retailers and wholesalers said that they had heard of the "Consumer Awareness Program"
- o In 1992, 54% of respondents claimed to have heard of CAP
- o From 1986 through 1990, between 76% and 81% of treated wood retailers and wholesalers recognized the name of the program

CAP Name Recognition Among Treated Wood Retailers and Wholesalers 1986 - 1993

	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1992</u>	<u>1993</u>
CAP Name Recognition	81%	79%	77%	77%	76%	54%	30%

Note: No recognition survey was conducted for 1991.

AWPI Consumer Awareness Program Survey -- 13

Understanding of CAP Responsibilities

Among those who recognize the CAP name, awareness of its purpose and their responsibilities under the program were widespread.

Increasing consumer awareness of the safe usage and handling of pressure-treated wood was named as CAP's primary purpose:

- o 11 of 18 (61%) respondents aware of CAP stated that the program is in place to inform consumers about the safe use of treated wood
- o 6 respondents cited safe handling information as the CAP's purpose
- o 3 respondents cited safe disposal information as a program objective

Several respondents viewed CAP from a bureaucratic or regulatory perspective:

- o 3 respondents said that the CAP was in place to avoid further governmental restrictions
- o 1 respondent thought the program was legislatively mandated

Recognition of retailer and wholesaler responsibilities among CAP-aware respondents was high:

- o 10 respondents mentioned display of Consumer Information Sheets (CIS) as their responsibility under CAP
- o 7 respondents cited CIS distribution as a CAP responsibility
- o 5 respondents named making an effort to inform customers and employees of the pressure-treated wood properties and safety procedures as their CAP responsibility

APPENDIX A:
TELEPHONE-INTERVIEW QUESTIONNAIRE
AMERICAN WOOD PRESERVERS INSTITUTE
RETAIL OUTLET CONSUMER AWARENESS PROGRAM STUDY

JULY, 1993

(ONLY BOLDFACE LOWER CASE TEXT IS READ;
WORDS IN ALL CAPS ARE NOT READ)

INTRODUCTION: Hello, my name is _____. I'm calling from _____, a market research firm in _____. We're talking with managers of building supply stores about issues in the pressure-treated wood industry. Might I have a few minutes of your time (today/this evening)?

CONTINUE WITH INTERVIEW OR ATTEMPT TO
RESCHEDULE AT TIME CONVENIENT TO RESPONDENT.

(Base = 50 retail facility respondents; response entries entered first as data counts, second as percentages)

1. First of all, does your facility sell pressure-treated wood?

0 / 0% NO (TERMINATE AND TALLY)
50 / 100% YES (CONTINUE)

- 2A. Are you aware of any safe-handling procedures that should be taken when working with pressure treated wood? (PROBE)

44 / 88% YES
6 / 12% NO

- 2B. Which procedures? (PROBE) Anything else?

WEAR GLOVES WHEN HANDLING	23 / 46%
WEAR DUST MASK	19 / 38%
DO NOT BURN	12 / 24%
WASH HANDS AFTER HANDLING	8 / 16%
DON'T EAT OFF IT	8 / 16%
WEAR SAFETY GOGGLES	7 / 14%
STORE CAREFULLY / OUT OF THE SUN	5 / 10%
NOT NEAR WATER	
HAND OUT PRODUCT INFORMATION	4 / 8%
WASH CLOTHES AFTER HANDLING	3 / 6%
FOLLOW DISPOSAL GUIDELINES	2 / 4%
CUT INDOORS	2 / 4%
HAVE FIRST AID INFORMATION ON HAND	1 / 2%
DON'T KNOW	1 / 5%

3A. Does your facility provide consumers with information on pressure-treated wood by any of the following methods?
(READ FOLLOWING TWO RESPONSES)

	YES	NO
Displaying consumer information at sales counters	<u>34 / 68%</u>	<u>15 / 30%</u>
Distributing consumer information to all purchasers of pressure-treated wood	<u>23 / 46%</u>	<u>26 / 52%</u>

Note: 1 respondent answered "Don't Know"

Note: 39 (78%) retailers either display signs or distribute consumer information

18 (36%) do both -- display signs and distribute information

16 (32%) display signs only

5 (10%) distribute information only

11 (22%) do neither

3B. Are there any other ways in which your facility provides consumers with information on pressure-treated wood?
(DO NOT READ RESPONSES; CHECK ALL THAT APPLY)

18 / 36% NO

<u>15 / 30%</u>	PROVIDE CONSUMER INFORMATION ON REQUEST
<u>11 / 22%</u>	HAND OUT PAMPHLETS, TELL CUSTOMERS ABOUT PRODUCT MAIL INFORMATION
<u>6 / 12%</u>	DISPLAY CONSUMER INFORMATION AT LOCATION OTHER THAN SALES COUNTER
<u>5 / 10%</u>	GIVE CONSUMER INFORMATION TO FIRST TIME BUYERS
<u>3 / 6%</u>	GIVE INFORMATION TO CONTRACTORS
<u>3 / 6%</u>	CONSUMER INFORMATION ON FILE / AVAILABLE
<u>2 / 4%</u>	STAMPED INFORMATION ON ALL WOOD
<u>2 / 4%</u>	VIDEOS, CLINICS
<u>1 / 2%</u>	SIGNS ARE UP
<u>1 / 2%</u>	ADVERTISING
<u>0 / 0%</u>	INFORM EVERY CUSTOMER OF CONSUMER INFORMATION AVAILABILITY
<u>0 / 0%</u>	NOTE ON INVOICE TO ASK FOR CONSUMER INFORMATION

- 4A. Does your facility display signs encouraging customers to ask for information on the handling and usage of pressure-treated wood?

33 / 66% NO (GO TO Q.5)
17 / 34% YES (GO TO Q.4B, Q.4C)

- 4B. Where are these signs displayed? (DO NOT READ LIST)

(N = 17 RESPONDENTS WHOSE STORES DISPLAY SIGNS; MULTIPLE RESPONSE)

9 / 53% SALES DESK
0 / 0% LUMBER DESK
5 / 29% SALES FLOOR / PRESSURE-TREATED WOOD AREA
3 / 18% ENTRANCE OF STORE
2 / 12% CHECKOUTS

- 4C. What is the approximate size of this signage?

(N = 17 RESPONDENTS WHOSE STORES DISPLAY SIGNS)

8 / 47% LETTER SIZE
3 / 18% LEGAL SIZE
3 / 18% LARGER THAN LEGAL / POSTER SIZE
1 / 6% HALF-PAGE PAPER
2 / 12% DON'T KNOW

5. What specific information do your purchasers ask for regarding pressure-treated wood? (DO NOT READ LIST)

MULTIPLE RESPONSE

11 / 22% WEAR / LONGEVITY INFORMATION
9 / 18% APPLICABLE USES OF PRESSURE-TREATED WOOD
8 / 16% SAFETY FOR CHILDREN AND / OR PETS
6 / 12% HANDLING REQUIREMENTS / PRECAUTIONS
5 / 10% MANUFACTURING PROCESSES / CHEMICAL COMPOSITION
5 / 10% CHEMICAL DEPLETION / LEACHING / SOIL SAFETY
5 / 10% GUARANTEE / WARRANTY
4 / 8% PAINTING / STAINING ADVICE
3 / 6% APPLICATIONS FOR WHICH PRESSURE-TREATED WOOD
SHOULD NOT BE USED
3 / 6% WEATHER / MOISTURE RESISTANCE
3 / 6% GRADE / QUALITY INFORMATION
3 / 6% TERMITE / INSECT / ROT RESISTANCE
2 / 4% SAFETY DATA FOR INSPECTORS / DATA SHEET
2 / 4% ADVANTAGES OVER OTHER WOODS

(continued...)

0 / 0% INSTALLATION PROCEDURES / ADVICE
0 / 0% DISPOSAL REQUIREMENTS / PRECAUTIONS

4 / 8% OTHER

10 / 20% DON'T ASK QUESTIONS / NOTHING

3 / 6% DON'T KNOW

6A. Have you heard of the Consumer Awareness Program (CAP) for pressure-treated wood?

35 / 70% NO (THANK AND TERMINATE)

15 / 30% YES (GO TO Q.6B, Q.6C)

6B. Are you aware of the purpose of the Consumer Awareness Program? (DO NOT READ LIST; PROBE BEYOND GENERAL, "PROVIDE INFORMATION ABOUT PRESSURE-TREATED WOOD" RESPONSES AS APPROPRIATE; CHECK ALL THAT APPLY)

(N = 15 RESPONDENTS AWARE OF CAP; MULTIPLE RESPONSE)

1 / 7% NOT AWARE OF PURPOSE OF CAP

AWARE OF CAP: CAP INFORMS PURCHASERS ABOUT...

9 / 60% SAFE USE OF PRESSURE-TREATED WOOD

5 / 33% HANDLING OF PRESSURE-TREATED WOOD

3 / 20% DISPOSAL OF PRESSURE-TREATED WOOD

6 / 40% PROTECT, MAKE PUBLIC AWARE OF DANGERS OF TREATED WOOD

3 / 20% AVOID FURTHER GOVERNMENT RESTRICTION

2 / 13% DISTRIBUTE INFORMATION DUE TO LEGISLATION

6C. Are you aware of the responsibilities retailers have in the Consumer Awareness Program? (DO NOT READ LIST; CHECK ALL THAT APPLY)

(N = 15 RESPONDENTS AWARE OF CAP; MULTIPLE RESPONSE)

9 / 60% DISPLAY A CONSUMER INFORMATION SHEET (CIS) OR COMPARABLE SIGNAGE REGARDING THE CAP

4 / 27% DISTRIBUTE A CIS TO EACH PURCHASER REGARDING THE CAP

5 / 33% INFORM CUSTOMERS AND EMPLOYEES ABOUT PRESSURE TREATED WOOD

1 / 7% NOT AWARE OF ANY CAP RESPONSIBILITIES

APPENDIX B:
TELEPHONE INTERVIEW QUESTIONNAIRE
AMERICAN WOOD PRESERVERS INSTITUTE
WHOLESALE CONSUMER AWARENESS PROGRAM STUDY

JULY, 1993

(ONLY BOLDFACE LOWER CASE TEXT IS READ;
WORDS IN ALL CAPS ARE NOT READ)

INTRODUCTION: Hello, my name is _____. I'm calling
from _____, a market research firm
in _____. We're talking with managers
and owners of building supply wholesale
facilities about issues in the pressure-treated
wood industry. Might I have a few minutes of
your time (today/this evening)?

CONTINUE WITH INTERVIEW OR ATTEMPT TO
RESCHEDULE AT TIME CONVENIENT TO RESPONDENT.

(Base = 10 wholesale facility respondents; response entries
entered first as data counts, second as percentages)

1. First of all, does your facility sell pressure-treated
wood?

0 / 0% NO (TERMINATE AND TALLY)
10 / 100% YES (CONTINUE)

- 2A. Are you aware of any safe-handling procedures that should
be taken when working with pressure treated wood? (PROBE)

7 / 70% YES
3 / 30% NO

- 2B. Which procedures? (PROBE) Anything else?

WEAR GLOVES WHEN HANDLING	4 / 40%
WEAR SAFETY GOGGLES	3 / 30%
DO NOT BURN	2 / 20%
HAVE FIRST AID INFORMATION ON HAND	1 / 10%
WASH HANDS AFTER HANDLING	1 / 10%
DON'T EAT OFF IT	1 / 10%
HAND OUT PRODUCT INFORMATION	1 / 10%
STORE CAREFULLY / OUT OF THE SUN	0 / 0%
NOT NEAR WATER	
WASH CLOTHES AFTER HANDLING	0 / 0%
WEAR DUST MASK	0 / 0%
FOLLOW DISPOSAL GUIDELINES	0 / 0%
DON'T KNOW	1 / 10%

3A. Have you heard of the Consumer Awareness Program (CAP) for pressure-treated wood?

7 / 70% NO (THANK AND TERMINATE)
3 / 30% YES (GO TO Q.6B, Q.6C)

3B. Are you aware of the purpose of the Consumer Awareness Program? (DO NOT READ LIST; PROBE BEYOND GENERAL, "PROVIDE INFORMATION ABOUT PRESSURE-TREATED WOOD" RESPONSES AS APPROPRIATE; CHECK ALL THAT APPLY)

(N = 3 RESPONDENTS AWARE OF CAP; MULTIPLE RESPONSE)

0 / 0% NOT AWARE OF PURPOSE OF CAP

AWARE OF CAP: CAP INFORMS PURCHASERS ABOUT...

2 / 66% SAFE USE OF PRESSURE-TREATED WOOD
1 / 33% HANDLING OF PRESSURE-TREATED WOOD
0 / 0% DISPOSAL OF PRESSURE-TREATED WOOD

0 / 0% PROTECT, MAKE PUBLIC AWARE OF DANGERS OF
TREATED WOOD
0 / 0% AVOID FURTHER GOVERNMENT RESTRICTION
0 / 0% DISTRIBUTE INFORMATION DUE TO LEGISLATION

3C. Are you aware of the responsibilities retailers have in the Consumer Awareness Program? (DO NOT READ LIST; CHECK ALL THAT APPLY)

(N = 3 RESPONDENTS AWARE OF CAP; MULTIPLE RESPONSE)

1 / 33% DISPLAY A CONSUMER INFORMATION SHEET (CIS) OR
COMPARABLE SIGNAGE REGARDING THE CAP
3 / 100% DISTRIBUTE A CIS TO EACH PURCHASER REGARDING
THE CAP
0 / 0% INFORM CUSTOMERS AND EMPLOYEES ABOUT PRESSURE
TREATED WOOD
0 / 0% NOT AWARE OF ANY CAP RESPONSIBILITIES

APPENDIX C:
TELEPHONE INTERVIEW QUESTIONNAIRE
AMERICAN WOOD PRESERVERS INSTITUTE
RETAIL AND WHOLESALE CONSUMER AWARENESS PROGRAM STUDY

JULY, 1993

(ONLY BOLDFACE LOWER CASE TEXT IS READ;
WORDS IN ALL CAPS ARE NOT READ)

INTRODUCTION: Hello, my name is _____. I'm calling from _____, a market research firm in _____. We're talking with managers of building supply stores about issues in the pressure-treated wood industry. Might I have a few minutes of your time (today/this evening)?

CONTINUE WITH INTERVIEW OR ATTEMPT TO
RESCHEDULE AT TIME CONVENIENT TO RESPONDENT.

(Base = 60 retail and wholesale facility respondents; response entries entered first as data counts, second as percentages)

1. First of all, does your facility sell pressure-treated wood?

0 / 0% NO (TERMINATE AND TALLY)
60 / 100% YES (CONTINUE)

- 2A. Are you aware of any safe-handling procedures that should be taken when working with pressure treated wood? (PROBE)

51 / 85% YES
9 / 15% NO

- 2B. Which procedures? (PROBE) Anything else?

WEAR GLOVES WHEN HANDLING	27 / 45%
WEAR DUST MASK	19 / 32%
DO NOT BURN	14 / 23%
WEAR SAFETY GOGGLES	10 / 17%
WASH HANDS AFTER HANDLING	9 / 15%
DON'T EAT OFF IT	9 / 15%
STORE CAREFULLY / OUT OF THE SUN	5 / 8%
NOT NEAR WATER	
HAND OUT PRODUCT INFORMATION	5 / 8%
WASH CLOTHES AFTER HANDLING	3 / 5%
FOLLOW DISPOSAL GUIDELINES	2 / 3%
CUT INDOORS	2 / 3%
HAVE FIRST AID INFORMATION ON HAND	2 / 3%
DON'T KNOW	2 / 3%

6A/3A. Have you heard of the Consumer Awareness Program (CAP) for pressure-treated wood?

42 / 70% NO (THANK AND TERMINATE)
18 / 30% YES (GO TO Q.6B, Q.6C)

6B/3B. Are you aware of the purpose of the Consumer Awareness Program? (DO NOT READ LIST; PROBE BEYOND GENERAL, "PROVIDE INFORMATION ABOUT PRESSURE-TREATED WOOD" RESPONSES AS APPROPRIATE; CHECK ALL THAT APPLY)

(N = 18 RESPONDENTS AWARE OF CAP; MULTIPLE RESPONSE)

1 / 6% NOT AWARE OF PURPOSE OF CAP

AWARE OF CAP: CAP INFORMS PURCHASERS ABOUT...

11 / 61% SAFE USE OF PRESSURE-TREATED WOOD
6 / 33% HANDLING OF PRESSURE-TREATED WOOD
3 / 17% DISPOSAL OF PRESSURE-TREATED WOOD

6 / 33% PROTECT, MAKE PUBLIC AWARE OF DANGERS OF
TREATED WOOD
3 / 17% AVOID FURTHER GOVERNMENT RESTRICTION
2 / 11% DISTRIBUTE INFORMATION DUE TO LEGISLATION

6C/3C. Are you aware of the responsibilities retailers have in the Consumer Awareness Program? (DO NOT READ LIST; CHECK ALL THAT APPLY)

(N = 18 RESPONDENTS AWARE OF CAP; MULTIPLE RESPONSE)

10 / 56% DISPLAY A CONSUMER INFORMATION SHEET (CIS) OR
COMPARABLE SIGNAGE REGARDING THE CAP
7 / 39% DISTRIBUTE A CIS TO EACH PURCHASER REGARDING
THE CAP
5 / 28% INFORM CUSTOMERS AND EMPLOYEES ABOUT PRESSURE
TREATED WOOD
1 / 6% NOT AWARE OF ANY CAP RESPONSIBILITIES

APPENDIX D:
RETAIL ESTABLISHMENT ON-SITE INSPECTION AUDIT
AMERICAN WOOD PRESERVERS INSTITUTE
RETAIL OUTLET CONSUMER AWARENESS PROGRAM STUDY

JULY, 1993

CITY: _____

FACILITY AUDITED: _____

FACILITY ADDRESS: _____

DATE AND TIME
OF AUDIT: _____

AUDITOR NAME: _____

AUDITOR SIGNATURE: _____

AUDITOR COMPANY: _____

COMPANY PHONE: _____

Your participation in this project is confidential in nature. Under no circumstances are you to identify yourself as a representative of or in the employ of The American Wood Preservers Institute or L.C. Williams & Associates.

You are urged to avoid unnecessary contact or discussions with store personnel in completing this assignment. You may, however, as needed, ask store personnel for directions to:

- o the pressure-treated wood sales area; and/or
- o the area where consumer information on the safe handling and usage of pressure-treated wood is available

Should you have any questions concerning this assignment call:

- o Dennis Corrigan -- L.C. Williams & Associates --
800.837.7123

The facility you are visiting has indicated that it displays signage encouraging consumers to ask for information on the safe handling and usage of pressure-treated wood.

When you arrive at the facility, go the pressure-treated wood sales area -- you may ask for directions to this part of the store.

1. When you arrive in the pressure-treated wood sales area, scan the area for signage of any size that states the availability of information on the safe handling and usage of pressure-treated wood. On the basis of what you can see, mark one of the following:

2 PRESSURE-TREATED WOOD CONSUMER INFORMATION SIGNAGE
ON DISPLAY

8 PRESSURE-TREATED WOOD CONSUMER INFORMATION SIGNAGE
NOT ON DISPLAY

2. Next, attempt to obtain copies of information on the safe handling and usage of pressure-treated wood.

Check all of the following that apply to your search for this material:

DID YOU LOCATE THE INFORMATION WITHOUT HAVING TO ASK?

1 I LOCATED IT MYSELF WITHOUT EMPLOYEE ASSISTANCE

3 AN EMPLOYEE DIRECTED ME TO IT

6 AN EMPLOYEE HANDED IT TO ME

WHERE DID YOU OBTAIN THE INFORMATION?

3 AT THE LUMBER DEPARTMENT SERVICE DESK

2 AT A CUSTOMER INFORMATION STAND OR AREA IN THE
LUMBER DEPARTMENT

1 AT A CUSTOMER INFORMATION STAND OR AREA LOCATED
SOMEWHERE OTHER THAN THE LUMBER DEPARTMENT

3 AT THE STORE'S CUSTOMER SERVICE DESK

1 OTHER (SPECIFY) CONTRACTOR'S SALES DESK

CHECK BELOW ONLY IF ALL YOUR EFFORTS TO OBTAIN INFORMATION ON
THE SAFE HANDLING AND USAGE OF PRESSURE-TREATED WOOD FAIL:

1 I COULD NOT FIND IT MYSELF; NO ONE COULD TELL ME
WHERE IT WAS OR PROVIDE ME WITH IT

WHEN YOU HAVE LOCATED INFORMATION ON THE SAFE HANDLING AND USAGE OF
PRESSURE-TREATED WOOD:

- O TAKE ONE COPY OF EACH PIECE OF INFORMATION ON THE SAFE HANDLING AND USAGE OF PRESSURE-TREATED WOOD -- THE AUDIT IS NOW COMPLETE
- O DO NOT TAKE ANY INFORMATION PERTAINING TO BUILDING OR CONSTRUCTION IDEAS OR PLANS THAT CALL FOR PRESSURE-TREATED WOOD

WHEN YOU HAVE COMPLETED THIS ASSIGNMENT, FAX THIS AUDIT FORM AND ANY CONSUMER INFORMATION YOU OBTAINED TO:

DENNIS CORRIGAN

L.C. WILLIAMS & ASSOCIATES

FAX NUMBER: 312 . 565 . 1770

NEXT, RETURN THE ORIGINAL AUDIT FORM AND HARD COPIES OF ANY INFORMATION YOU OBTAINED AT THE STORE VIA U.S. MAIL TO:

DENNIS CORRIGAN

L.C. WILLIAMS & ASSOCIATES

TWO PRUDENTIAL PLAZA

180 NORTH STETSON AVENUE, SUITE 1500

CHICAGO, IL 60601

THANKS FOR YOUR HELP!

**APPENDIX E:
RETAIL LUMBER ESTABLISHMENTS SURVEYED BY TELEPHONE**

The following retail lumber establishments were interviewed by telephone July 15, 1993 to assess participation in the Consumer Awareness Program for treated wood:

Kevin Corum
Carroll & Corum Building Supply
325 Hwy 31 S
Hartselle, AL 35640
205.773.5477

Jim Nash
Ganahi Lumber Co.
1220 E. Ball Rd.
Anaheim, CA 92805
714.772.5444

Lee Orham
Orban Lumber Co.
16102 Gladstone St.
Baldwin Park, CA 91706
181.334.0371

Rich Orlando
Barr Lumber Co.
10742 Los Alamitos Blvd.
Los Alamitos, CA 90720
714.527.2285

Norm Passow
Dixieline Lumber Home Centers
561 N. Tulip
Escondido, CA 92925
619.745.7271

Marty Louik
Pine Tree Lumber Co.
707 N. Andreasen Dr.
Escondido, CA 90209
619.745.0411

John Meirsinger
American Lumber Co.
9th M
Modesto, CA 95354
209.578.5200

John Carpenter
True Value Hardware
10865 Sutter Ave.
Pacoima, CA 91331
818.899.2575

Alan Ladd
Tynan Lumber
325 Front St.
Salinas, CA 93901
408.424.2216

Shawn Wanderlich
Santa Barbara Mill & Lumber
403 E. Gutierrez St.
Santa Barbara, CA 93101
805.963.1369

Mitch
Fisher Lumber Co.
1601 14th St.
Santa Monica, CA 90404
310.395.0956

Robert Valponi
Hales & Symons Inc.
730 S. Washington St.
Sonora, CA 95370
209.532.7446

Hamid
Alpine Lumber Co.
5800 Pecos St.
Denver, CO 80221
303.458.8733

Mike Pagano
Stevenson Lumber Co.
Monroe Turnpike
Stevenson, CT 06491
203.261.2555

APPENDIX E

APPENDIX F

APPENDIX G

Brian Hall
SPS Home Centers & True Value
657 NE Dixie Hwy
Jensen Beach, FL 34957
407.334.2700

Tim Agan
Scotty's
1430 N. Main St.
Kissimmee, FL 34744
407.846.4848

Ed Burris
Builder's Square
4025 U.S. Hwy 98 N
Lakeland, FL 33809
813.859.5491

D.W.
Kirchner Building Center
Kansas, IL 61933
217.948.5121

M.R.M.
Farmer's Mercantile Co.
203 W. Oak St.
Red Oak, IA 51566
712.623.2375

Chris Jenson
Whelan's
715 SE 4th St.
Topeka, KS 66607
913.357.0321

W.W. Poole
Poole Lumber Co.
1815 N. Columbia St.
Covington, LA 70433
504.892.4500

Sam Haines
Devlin Lumber Co.
1540 Rockville Pike
Rockville, MD 20852
301.881.1000

Paul Geis
Grossman's Lumber
Rte. 3, Union St. Exit
Braintree, MA 02184
617.843.7100

Keith Martin
Nickerson Lumber Co.
Main
Orleans, MA 02653
508.255.0200

Bill Schryer
Cheyboygan Lumber Co.
829 N. Huron St.
Cheyboygan, MI 49721
616.627.5661

Dean Amick
Standard Supply & Lumber
1535 Kalamazoo Ave. SE
Grand Rapids, MI 49507
616.243.3653

Fred Abelman
Builder's Square
801 Clover Dr. South
Minneapolis, MN 55420
612.884.7508

Greg O'Hair
Knox Lumber
2222 Maxwell Ave.
Newport, MN 55055
612.458.1600

Tom Berimbach
Builder's Square
1740 Van Dyke St.
Saint Paul, MN 55109
612.777.7473

Ron Cleavland
Menard's Cashway Lumber
15450 Cedar Ave.
St. Paul, MN 55124
612.777.7473

N/A
Knox Lumber Co.
573 Prior Ave. North
Saint Paul, MN 55104
612.646.4893

Marc McKee
McKee True Value Lumber
312 SE Main St.
Lee's Summit, MO 64063
816.524.3522

Mr. Tace
Hill & Behan Lumber
6515 Page Ave.
St. Louis, MO 63133
314.725.2080

Mr. Learue
Chic Lumber & Hardware
112 W. Main St.
Wentzville, MO 63385
314.327.6217

David Bogart
Maxwell Supply Corp.
211 W. 18th St.
New York, NY 10011
212.337.3120

Roy Mayer
Imperia Bros. Inc.
57 Canal Rd.
Pelham, NY 10803
914.738.0900

Coy Clayton
West Durham Lumber Co.
1 Barringer Place
Durham, NC 27705
919.286.5561

Carl Thornton
Builder's Bargain Center
210 S. Carolina St.
Goldsboro, NC 27530
919.734.8257

Carol Eugene Seymour
Scott Lumber
253 N. Lincoln Ave.
Bridgeport, OH 43912
614.635.2345

Marv Weinhardt
Grove City Lumber
3485 Park St.
Grove City, OH 43123
614.875.6313

J.W. Hooten
Jerry's Home Improvement
2600 Hwy. 99 North
Eugene, OR 97402
503.689.1911

Troy Robinette
Builder's Square
2315 SE 82nd Ave.
Portland, OR 97216
503.775.0040

Mr. Russell
Millard Lumber Co.
5005 S. 135th St.
Omaha, NE 68137
402.896.2883

Bill Smith
Curtis Lumber Co.
Route 67
Ballston Spa, NY 12020
518.885.5311

Bobby Hill
Discount City Home Center
1301 E. Main St.
Havelock, NC 28532
919.447.1880

John Kaster
Hope Lumber & Supply Co.
6974 E. 38th St.
Tulsa, OK 74145
918.663.3303

Zigg K.
Builder's Square
1160 N. Hayden Meadows Dr.
Portland, OR 97217
503.286.0074

Bob Dumont
Auld Bros. Lumber
3919 Hwy. 8
Allison Park, PA 15101
412.487.4100

Jerry Woodward
Builder's Supply Co. of Petersburg
222 N. Market St.
Petersburg, VA 23803
804.733.7822

Jim Pippens
Marson & Marson Lumber Co.
U.S. Hwy. 2
Leavenworth, WA 98826
509.548.5829

**APPENDIX F:
WHOLESALE LUMBER ESTABLISHMENTS SURVEYED BY TELEPHONE**

The following wholesale lumber establishments were interviewed by telephone July 15, 1993 to assess participation in the Consumer Awareness Program for treated wood:

Joel Golenburg
Goldenburg Plywood and Lumber
2540 Industry Way
Lynwood, CA 90262
310.537.9870

Fred Kilgore
Georgia-Pacific Corporation
133 Peachtree St. NE
Atlanta, GA 30303
404.527.0819

N/A
Metropolitan Lumber Co.
900 Jorie Blvd.
Hinsdale, IL 60521
708.990.2400

David Adrien
Furman Lumber, Inc.
32 Manning Rd.
Billerica, MA 01821
508.670.3800

N/A
Gerrity Co.
90 Oak St.
Newton, MA 02164
617.244.1400

Bill
Fingerle Lumber Company
617 S. Fifth Ave.
Ann Arbor, MI 48104
313.663.0581

N/A
Nassau Suffolk Lumber
700 Veterans Memorial Hwy.
Hauppauge, NY 11788
516.467.2020

N/A
Tumac Lumber Co.
529 SW 3rd Ave.
Portland, OR 97204
503.226.6661

Terry Crabtree
SCR Inc.
4550 SW Kruseway Box 1607
Lake Oswego, OR 97035
503.635.1335

Manager
Berks Product Corp.
726 Spring St.
Reading, PA 19603
215.374.5131

APPENDIX G:

**RETAIL LUMBER ESTABLISHMENTS AUDITED ON-SITE
TO VERIFY DISPLAY OF CONSUMER INFORMATION SIGNAGE**

The following retail lumber establishments were visited by auditors on July 15-17, 1993 to verify claimed display of signage encouraging customers to ask for information on the handling and usage of pressure-treated wood:

Scotty's
1430 N. Main St.
Kissimmee, FL 34744
407.846.4848

Poole Lumber Co.
1815 N. Columbia St.
Covington, LA 70433
504.892.4500

Devlin Lumber
1540 Rockville Pike
Rockville, MD 20852
301.881.1000

Menard's Cashway Lumber
15450 Cedar Ave.
St. Paul, MN 55124
612.431.4300

Chic Lumber & Hardware
112 W. Main St.
Wentzville, MO 63385
314.327.6217

Millard Lumber Co.
5003 S. 135th St.
Omaha, NE 68137-1605
402.896.2883

Curtis Lumber Co.
Route 67
Ballston Spa, NY 12020
518.885.5311

Grove City Lumber Yard
3485 Park Street
Grove City, OH 43123
614.875.6313

Builder's Square
1160 N. Hayden Meadows Dr.
Portland, OR 97217
503.286.0074

Builder's Supply of Petersburg
222 N. Market Street
Petersburg, VA 23803
804.733.7822

NEWS USA

4601H Eisenhower Avenue
Alexandria, Virginia 22304-4868

(703) 461 - 9500 / (703) 461 - 9513 fax
1 (800) 355 - 9500 toll free

KNOWN PLACEMENTS TO DATE

RECEIVED

OCT 14 1993

Page Number: 17 AWP/1

Report Date: October 11, 1993

Jerry Harko
American Wood Preserves Institute
1945 Old Galloway Road, Suite 550
Vienna, VA 22182

Feature	#/Clips	Circulation	Readers
Long Live the Memory Of the Gandydancer!	39	900,843	2,522,361
Technology Doesn't Change Everything	7	160,263	448,737
Wood Brings Light To Your Christmas Tree Year After	7	92,468	258,910
Medicine For Wood?	59	1,262,893	3,536,099
Treated Wood Gets a Green Light For Garden Use	38	592,111	1,657,912
Straight Talk About Treated Wood	19	416,064	1,164,980
Treated Wood and Common Sense Make a Good Garden	80	1,276,037	3,572,904
Many Safe Uses For Treated Wood	17	154,017	431,249
New Book Tells All... About Treated Wood	10	147,421	412,779
Driftwood Collectors Advised Not To Burn Beached L	3	7,365	20,622
Total Clips Retrieved to date	279	5,009,482	14,026,553
Estimated number of placements to date	1,116	20,037,928	56,106,212
The equivalent ad value of estimated placement is		\$500,948	

*Research has shown that only one clip in four is recovered in the clipping process.

ENVIRONMENT

The Grand Old Trees Had Natural Preservatives

News USA

(NU) - Anyone old enough to read this can probably remember that hefty, redwood outdoor furniture from lazy summers gone by.

It was impossibly durable. Families ravaged it with cookout after cookout. Kids spent summer vacation after summer vacation climbing, sitting or jumping on it.

It's hard to find such furniture anymore. Due to combined factors of environmental preservation and economics, redwood is now found in limited use for commercial and residential building, such as some patio decks.

This is not another sad environmental tale, however. The famous grand redwood still grows, much of it new growth to delight generations to come. And forestry authorities report that over the past 30 years, the United States has grown more timber than it has harvested.

As well, we are conserving our renewable resources through preservative treatment of wood. According to statistics from the American Wood Preservers Institute (AWPI), we are saving one billion feet of timber each year this way.

Copying Mother Nature

Modern science cannot entirely claim responsibility.

As it happens, modern preservative chemicals are remarkably similar to the natural toxins that Mother Nature provided redwoods and other grand trees.

Many naturally durable woods such as redwood, walnut, and various cedars are naturally durable due to built-in natural preservatives called polynuclear aromatic materials. Scientists have noticed that these organic chemicals are remarkably similar to wood preservation chemicals, such as creosote, which preserve everything from railroad ties to timber bridges.

However, the limited supply of these naturally durable woods could never meet major consumer demands for preserved wood. For example, chestnut, another durable wood, was nearly killed off from a blight at the turn of the century.

Furthermore, even when used today, these woods often must be treated. In newer crops the heartwood, the center core of the timber, is what remains durable. The outsides are relatively soft and vulnerable.

Since preserved wood has become such a necessity — it saves U.S. industry an estimated \$15 billion annually — the AWPI suggests consumers make themselves familiar with some common-sense precautions when using it.

A Consumer Information Sheet is available in most hardware or lumber outlets, or by writing the American Wood Preservers Institute, Dept. NU, 1945 Old Gallows Road, Suite 550, Vienna, VA 22182. Or call 1-800-235-8119.

OUTDOORS

Wooden Ships Still 'Sail' For Navy

News USA

*I must down to the seas again, to the
lonely sea and the sky,
And all I ask is a tall ship and a star
to steer her by, ...*

— from *Sea Fever*
by John Masefield

(NU) - The 21st century is upon us, and we have propelled spacecraft beyond our solar system — yet somehow, John Masefield's loving remembrance of a time long gone by still stirs emotions back on earth.

Perhaps it is because Masefield's poem will always embody any vessel that can carry us away. Even those modern wooden ships in the U.S. Navy today.

Wooden ships?

Yes. Wooden.

Granted, the tall, billowing, romance-inspiring white sails are gone. But the Navy still has use for wooden ships — and in a place most people wouldn't begin to guess.

The ships are mine sweepers — 224-foot craft that search sea lanes for explosive mines planted by an enemy. Their hulls are wooden.

The Navy ordered 11 of these highly sophisticated, ocean-going vessels. Seven have been delivered, and two saw action in Operation Desert Storm and Desert Shield — USS Avenger and USS Guardian.

"The primary wood is Douglas fir, in some cases treated after construction," and covered with one-eighth-inch-thick fiberglass "paint," said Mike Hitt, spokesman for manufacturer PBI. "The frames are white oak, treated after fabrication."

The last metal-hulled mine sweepers were retired just before the Korean War because of their high "metal signatures."

"One of the major types of mines that these ships work against is magnetic influence mines that 'sense' a ship's magnetic signature," a Navy spokesman said. "Therefore a ship made of anything but metal is desirable."

Also, if the ship does set off a mine, the wooden hull is as much as 10 inches thick.

The considerations involve building these ships parallel to construction arguments on land: wood versus modern materials; treated wood versus natural wood.

The Navy has ordered several small "mine hunters" — 165-foot craft — that will have fibery hulls. But some experts argue the non-wood hulls offer substantially less protection if a mine explodes.

Because of its protection against marine borers, treated wood is used extensively not only for Navy mine sweepers, but also for marine structures such as decks, docks, bulkheads, marinas and pilings. For do-it-yourselfers, it is advisable to obtain a list of common-sense handling procedures when working with treated wood.

A Consumer Information Sheet is available in most hardware or lumber outlets, or by writing the American Wood Preservers Institute, P.O. Box 161, 1945 Old Gallows Road, Suite 550, Vienna, VA 22182. Or call 800-235-8119.

NATIONAL PUBLIC OPINION POLL RESULTS

* The majority of Americans (79%) do not have top-of-mind concerns about the use of pressure-treated wood, either for home- or for public-use.

* However, sizable minorities (25.5 million) do have various concerns about the home use of pressure-treated wood.

* Approximately 18.3 million adults (9.8%) have top-of-mind concerns about the public use of pressure treated wood for utility poles, railways, guard rails, marine piling, etc.

* Eight million adults are concerned about environmental hazards from public use of pressure treated wood, particularly chemicals leaching into the soil and water supply.

* Some 5.3 million adults are concerned about leaching from home use of pressure treated wood.

* Other top-of-mind issues include -

- informational concerns about the types of chemicals used in pressure-treated wood

- safety of pressure-treated wood for skin contact by children

- wear and longevity of pressure-treated wood products, especially any tendency to warp, shrink or twist.

* Most issues, including issues about the public use of pressure treated wood, are more likely to arise from purchasers.

* Purchasers constitute about one-third of the American public, but 50-80% of all Americans concerned about various public- and home-use issues involving pressure treated wood.

*** Issues are initiated in part in the minds of purchasers when they use the product.**

*** Purchasers are more than twice as likely as non-purchasers to have concerns about the public use of pressure treated wood because of**

- possible chemical leaching.**
- the types of chemicals used**

*** Purchase and use of pressure treated wood seems to bring issues to the forefront.**

*** Purchasers are in need of information addressing their concerns before they are raised as public issues.**

*** Purchasers dissatisfied (24.7%) with the product are the most likely to rate the use of pressure treated wood as "not beneficial."**

*** Satisfied purchasers (75.3%) who have no concerns about home- or public use of pressure treated wood are those significantly more likely to rate its use as beneficial.**

*** Those who are aware of the names of the preservatives used in pressure treated wood (only 14.4%) are more likely to rate the product as beneficial.**

*** Name recognition of preservatives is high among purchasers, especially among those with concerns about the product, indicating they had sought out some information, but that it had not sufficiently answered their concerns.**

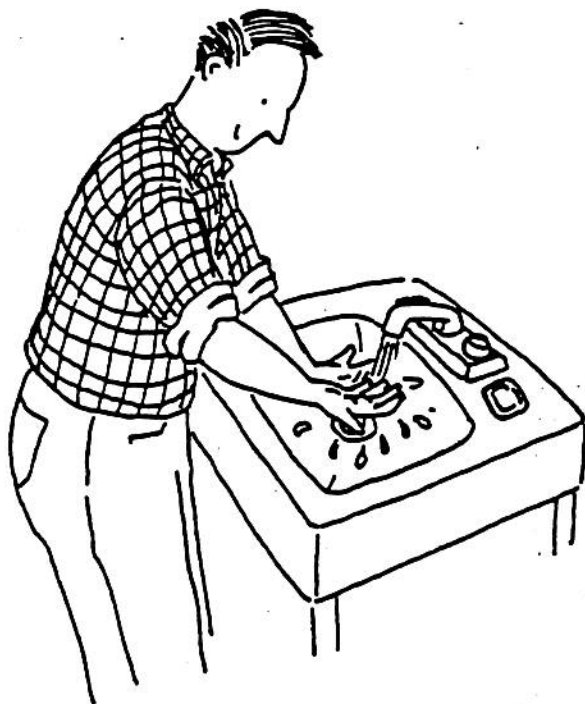
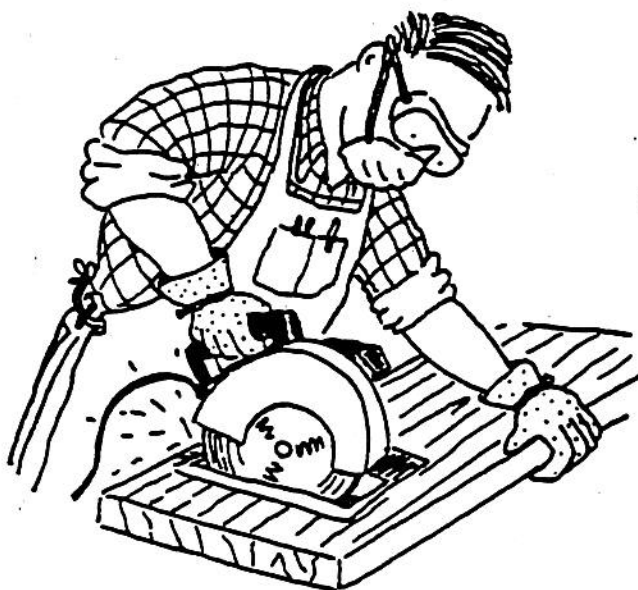
*** Focus group discussions showed clearly that purchasers expect additional information to be provided at stores by the wood preserving industry, including -**

- assurances that there are no dangers in making skin contact**
- information about the chemicals and processes used**
- product information about grades and types of treated wood, related to potential uses and longevity**
- answers about whether toxins will leach out from pressure treated wood into yards or the water supply**
- tips on installation and care...to minimize the problems of warping, twisting and shrinking**
- an explanation about why pressure treated wood should not be burned**

*** The American Public, and particularly product purchasers, have a number of questions and concerns about pressure treated wood and its use.**

*** Current forms of information dissemination do not seem to be educating the public as extensively as it would like.**

*** Only half of purchasers were aware of the precautionary measures to be taken when working with treated wood...largely because of their previous general knowledge...not because of anything they have read.**



DON'T BURN TREATED WOOD

Consumer Information

GENERAL

Q Where can consumers get consumer information sheets about the handling and use of pressure treated wood products?

A The nation's wood preserving industry operates a voluntary Consumer Awareness Program to apprise consumers that Consumer Information Sheets (CISs), similar to manufacturer's instructions on hundreds of other products, are available. Consumer Information Sheets provide common sense handling and use instructions for pressure treated wood products and are available at point-of-purchase wherever pressure treated wood is sold. If customers do not see the display, they should ask the clerk for the CIS and read it thoroughly. The wood preserving industry has made a strong and conscientious effort to see that CISs are provided to the consumer with all treated wood sales.

Reference: EPA Agreement (See abstract of PD 4 on pages XXVI - XXVII, this publication)



WHERE TO WRITE OR CALL

Q Where can additional information about pressure treated wood be obtained?

A The American Wood Preservers Institute has publications available which include more specific information. You may obtain this information by writing to the American Wood Preservers Institute, 1945 Old Gallows Road, Suite 550, Vienna, VA 22182, or telephone 1-800-235-8119. You may also obtain information by writing to the Southern Forest Products Association, P. O. Box 641700, Kenner, Louisiana 70064-1700, Telephone (504) 443-4464.



WATERBORNE PRESERVATIVE PRESSURE-TREATED WOOD

Q What are EPA's Guidelines for the Use and Handling of CCA, ACZA, & ACA Pressure Treated wood?

A A consumer information sheet, approved by EPA, outlines use site and handling precautions for treated wood products. This information is available at your local home center or lumber retail store that sells treated wood. The following information is listed on the sheet regarding these treated products:

**Consumer Information Sheet
WATERBORNE PRESERVATIVE PRESSURE-TREATED WOOD**
(Including: CCA, ACA, and ACZA)

CONSUMER INFORMATION

The wood has been preserved by pressure-treatment with an EPA-registered pesticide containing inorganic arsenic to protect it from insects and decay. Wood treated with inorganic arsenic should be used only where such protection is important.

CCA, ACZA, and ACA penetrates deeply into and remains in the pressure-treated wood for a long time. Exposure to CCA, ACZA, or ACA may present certain hazards. Therefore, the following precautions should be taken both when handling the treated wood and in determining where to use or dispose of the treated wood.

USE SITE PRECAUTIONS

Wood pressure-treated with waterborne arsenical preservatives may be used inside residences as long as all sawdust and construction debris are cleaned up and disposed of after construction.

Do not use treated wood under circumstances where the preservative may become a component of food or animal feed. Examples of such sites would be structures or containers for storing silage or food. Do not use treated wood

Consumer Information

for cutting-boards or counter-tops.

Only treated wood that is visibly clean and free of surface residue should be used for patios, decks, and walkways.

Do not use treated wood for construction of those portions of beehives which may come in contact with the honey.

Treated wood should not be used where it may come into direct or indirect contact with public drinking water, except for uses involving contact such as docks and bridges.

HANDLING PRECAUTIONS

Dispose of treated wood by ordinary trash collection or burial. Treated wood should not be burned in open fires or in stoves, fireplaces, or residential boilers because toxic chemicals may be produced as part of the smoke and ashes. Treated wood from commercial or industrial use (e.g., construction sites) may be burned only in commercial or industrial incinerators or boilers in accordance with state and Federal regulations.

Avoid frequent or prolonged inhalation of sawdust from treated wood. When sawing and machining treated wood, wear a dust mask. Whenever possible, these operations should be performed outdoors to avoid indoor accumulations of airborne sawdust from treated wood.

When power-sawing and machining, wear goggles to protect eyes from flying particles. After working with the wood, and before eating, drinking, and use of tobacco products, wash exposed areas thoroughly.

If preservatives or sawdust accumulate on clothes, launder before reuse. Wash work clothes separately from other household clothing.

(Approved by the U.S. Environmental Protection Agency)



CREOSOTE



What are EPA's guidelines for the use and handling of creosote treated wood?



The EPA-approved Consumer Information Sheet (CIS) gives specific instructions on the safe use and handling of the product.

When these instructions are followed, pressure-treated creosote products can be and are used safely.

The Consumer Information Sheet for Creosote Treated Wood contains the following information:

Consumer Information Sheet CREOSOTE PRESSURE-TREATED WOOD

CONSUMER INFORMATION

This wood has been preserved by pressure treatment with an EPA-registered pesticide containing creosote to protect it from insect attack and decay. Wood treated with creosote should be used only where such protection is important.

Creosote penetrates deeply into and remains in the pressure-treated wood for a long time. Exposure to creosote may present certain hazards. Therefore, the following precautions should be taken both when handling the treated wood and in determining where to use the treated wood.

USE SITE PRECAUTIONS

Wood treated with creosote should not be used where it will be in frequent or prolonged contact with bare skin (for example, chairs and other outdoor furniture) unless an effective sealer has been applied. Creosote-treated wood should not be used in residential interiors. Creosote-treated wood in interiors of industrial buildings should be used only for industrial building components which are in ground contact and are subject to

Consumer Information

decay or insect infestation and wood block flooring. For such uses, two coats of an appropriate sealer must be applied. Sealers may be applied at the installation site.

Wood treated with creosote should not be used in the interiors of farm buildings where there may be direct contact with domestic animals or livestock which may crib (bite) or lick the wood.

In interiors of farm buildings where domestic animals or livestock are unlikely to crib (bite) or lick the wood, creosote-treated wood may be used for building components which are in ground contact and are subject to decay or insect infestation if two coats of an effective sealer are applied. Sealers may be applied at the installation site.

Do not use creosote-treated wood for farrowing or brooding facilities.

Do not use treated wood under circumstances where the preservative may become a component of food or animal feed. Examples of such use would be structures or containers for storing silage or food.

Do not use treated wood for cutting-boards or counter-tops. Only treated wood that is visibly clean and free of surface residues should be used for patios, decks and walkways.

Do not use treated wood for construction of those portions of beehives which may come into contact with the honey.

Creosote-treated wood should not be used where it may come into direct or indirect contact with public drinking water, except for uses involving incidental contact such as docks and bridges.

Do not use creosote-treated wood where it may come into direct or indirect contact with drinking water for domestic animals or livestock, except for uses involving incidental contact such as docks and bridges.

HANDLING PRECAUTIONS

Dispose of treated wood by ordinary trash collection or burial. Treated wood should not be burned in open fires or in stoves, fireplaces, or residential boilers, because toxic chemicals may be produced as part of the smoke and ashes. Treated wood from commercial or industrial use (e.g. construction sites) may be burned only in accordance with state and Federal regulations.

Avoid frequent or prolonged inhalation of sawdust from treated wood. When sawing and machining treated wood, wear a dust mask. Whenever possible, these operations should be performed outdoors to avoid indoor accumulations of airborne sawdust from treated wood.

Avoid frequent or prolonged skin contact with creosote-treated wood; when handling the treated wood, wear long-sleeved shirts and long pants and use gloves impervious to the chemicals (for example, gloves that are vinyl-coated).

When power-sawing and machining, wear goggles to protect eyes from flying particles. After working with the wood, and before eating, drinking, and use of Tobacco products, wash exposed areas thoroughly. If oily preservatives or sawdust accumulate on clothes, launder before reuse. Wash work clothes separately from other household clothing.

Coal tar pitch and coal tar pitch emulsion are effective sealers for creosote-treated wood-block flooring. Urethane, epoxy, and shellac are acceptable sealers for all creosote-treated wood.

(Approved by the U.S. Environmental Protection Agency)



Consumer Information

PENTACHLOROPHENOL

Q

What are EPA's guidelines for the use and handling of pentachlorophenol treated wood?

A

The EPA-approved Consumer Information Sheet (CIS) gives specific instructions on the safe use and handling of the product.

When these instructions are followed, pressure-treated pentachlorophenol products can be and are used safely.

The Consumer Information Sheet for Pentachlorophenol Treated Wood contains the following information:

Consumer Information Sheet
PENTACHLOROPHENOL
PRESSURE-TREATED WOOD

CONSUMER INFORMATION

This wood has been preserved by pressure treatment with an EPA-registered pesticide containing pentachlorophenol to protect it from insect attack and decay. Wood treated with pentachlorophenol should be used only where such protection is important. Pentachlorophenol penetrates deeply into and remains in the pressure-treated wood for a long time. Exposure to pentachlorophenol may present certain hazards. Therefore, the following precautions should be taken both when handling the treated wood and in determining where to use the treated wood.

USE SITE PRECAUTIONS

Logs treated with pentachlorophenol should not be used for log homes.

Wood treated with pentachlorophenol should not be used where it will be in frequent or prolonged contact with bare skin (for example, chairs and other outdoor furniture) unless an effective sealer has been applied.

Pentachlorophenol-treated wood should not be

used in residential, industrial, or commercial interiors except for laminated beams or for building components which are in ground contact and are subject to decay or insect infestation and where two coats of an appropriate sealer are applied. Sealers may be applied at the installation site.

Wood treated with pentachlorophenol should not be used in the interiors of farm buildings where there may be direct contact with domestic animals or livestock which may crib (bite) or lick the wood.

In interiors of farm buildings where domestic animals or livestock are unlikely to crib (bite) or lick the wood, Pentachlorophenol-treated wood may be used for building components which are in ground contact and are subject to decay or insect infestation if two coats of an effective sealer are applied. Sealers may be applied at the installation site.

Do not use pentachlorophenol-treated wood for farrowing or brooding facilities.

Do not use treated wood under circumstances where the preservative may become a component of food or animal feed. Examples of such use would be structures or containers for storing silage or food.

Do not use treated wood for cutting-boards or counter-tops.

Only treated wood that is visibly clean and free of surface residues should be used for patios, decks and walkways.

Do not use treated wood for construction of those portions of beehives which may come into contact with the honey.

Pentachlorophenol-treated wood should not be used where it may come into direct or indirect contact with public drinking water, except for uses involving incidental contact such as docks and bridges. Do not use pentachlorophenol-treated wood where it may come into direct or indirect contact with drinking water for domestic animals or livestock, except for uses involving incidental contact such as docks and bridges.

Consumer Information

HANDLING PRECAUTIONS

Dispose of treated wood by ordinary trash collection or burial. Treated wood should not be burned in open fires or in stoves, fireplaces, or residential boilers, because toxic chemicals may be produced as part of the smoke and ashes. Treated wood from commercial or industrial use (e.g. construction sites) may be burned only in accordance with state and Federal regulations.

Avoid frequent or prolonged inhalation of sawdust from treated wood. When sawing and machining treated wood, wear a dust mask. Whenever possible, these operations should be performed outdoors to avoid indoor accumulations of airborne sawdust from treated wood.

Avoid frequent or prolonged skin contact with pentachlorophenol-treated wood; when handling the treated wood, wear long-sleeved shirts and long pants and use gloves impervious to the chemicals (for example, gloves that are vinyl-coated).

When power-sawing and machining, wear goggles to protect eyes from flying particles.

After working with the wood, and before eating, drinking, and use of tobacco products, wash exposed areas thoroughly.

If oily preservatives or sawdust accumulate on clothes, launder before reuse. Wash work clothes separately from other household clothing.

(Approved by the U.S. Environmental Protection Agency)



NATIONAL PUBLIC OPINION POLL RESULTS

* The majority of Americans (79%) do not have top-of-mind concerns about the use of pressure-treated wood, either for home- or for public-use.

* However, sizable minorities (25.5 million) do have various concerns about the home use of pressure-treated wood.

* Approximately 18.3 million adults (9.8%) have top-of-mind concerns about the public use of pressure treated wood for utility poles, railways, guard rails, marine piling, etc.

* Eight million adults are concerned about environmental hazards from public use of pressure treated wood, particularly chemicals leaching into the soil and water supply.

* Some 5.3 million adults are concerned about leaching from home use of pressure treated wood.

* Other top-of-mind issues include -

- informational concerns about the types of chemicals used in pressure-treated wood

- safety of pressure-treated wood for skin contact by children

- wear and longevity of pressure-treated wood products, especially any tendency to warp, shrink or twist.

* Most issues, including issues about the public use of pressure treated wood, are more likely to arise from purchasers.

* Purchasers constitute about one-third of the American public, but 50-80% of all Americans concerned about various public- and home-use issues involving pressure treated wood.

*** Issues are initiated in part in the minds of purchasers when they use the product.**

*** Purchasers are more than twice as likely as non-purchasers to have concerns about the public use of pressure treated wood because of**

- possible chemical leaching.**
- the types of chemicals used**

*** Purchase and use of pressure treated wood seems to bring issues to the forefront.**

*** Purchasers are in need of information addressing their concerns before they are raised as public issues.**

*** Purchasers dissatisfied (24.7%) with the product are the most likely to rate the use of pressure treated wood as "not beneficial."**

*** Satisfied purchasers (75.3%) who have no concerns about home- or public use of pressure treated wood are those significantly more likely to rate its use as beneficial.**

*** Those who are aware of the names of the preservatives used in pressure treated wood (only 14.4%) are more likely to rate the product as beneficial.**

*** Name recognition of preservatives is high among purchasers, especially among those with concerns about the product, indicating they had sought out some information, but that it had not sufficiently answered their concerns.**

*** Focus group discussions showed clearly that purchasers expect additional information to be provided at stores by the wood preserving industry, including -**

- assurances that there are no dangers in making skin contact**
- information about the chemicals and processes used**
- product information about grades and types of treated wood, related to potential uses and longevity**
- answers about whether toxins will leach out from pressure treated wood into yards or the water supply**
- tips on installation and care...to minimize the problems of warping, twisting and shrinking**
- an explanation about why pressure treated wood should not be burned**

*** The American Public, and particularly product purchasers, have a number of questions and concerns about pressure treated wood and its use.**

*** Current forms of information dissemination do not seem to be educating the public as extensively as it would like.**

*** Only half of purchasers were aware of the precautionary measures to be taken when working with treated wood...largely because of their previous general knowledge...not because of anything they have read.**

EXECUTIVE SUMMARY AND ANALYSIS

This field experiment, which tested the relative effectiveness of four different types of signage urging users of pressure-treated wood to pick up a Consumer Information Sheet (CIS) about safe handling, showed that large plastic hang tags are most likely to catch the eye of consumers in stores where treated wood is sold. About one in five consumers (21.1%) noticed the message about a CIS when it was on hang tags.

Less than one in ten (8.2%) consumers noticed the message on cantilever stick-on signs, and slightly more than one in five (6.9%) noticed the signs on the lumber carts they were using while in the store. Virtually none noticed the message about picking up a CIS sheet when it was on an electronic sign.

From a media-signage standpoint, the experiment thus shows that the "best bet" to reach consumers is through plastic hang tags.

The experiment also shows, however, the realities of communicating needs to consumers. Consumers may take little notice of signage. Even among those who noticed the signs, only 1.0% said they planned to search out and pick up a CIS.

The experiment thus points up the harsh reality that communication about the need for safe handling might not best occur at the point-of-purchase. Instead, the data involving 412 customers of pressure-treated wood suggest, communication about the need for safe handling may best occur through other alternative information avenues.

Indeed, only 6.2% of those interviewed said they had gotten information about safe handling of pressure-treated wood through a CIS. Nearly four times as many (23.4%) said they learned about safe handling through mass communications, especially television and magazines. This points up the potential effectiveness of using mass media to get the safe handling message to consumers.

Other major sources for information about safe handling were:

- o contractors and installers -- 5.1% said they learned through them
- o friends and acquaintances -- they provided the precaution information to 4.0%

The experiment also showed that less than half (44.1%) currently have top-of-mind awareness about precautions that should be taken when using pressure-treated wood. Asked what information they had ever read or heard about the use and handling of pressure-treated wood, 11.9% mentioned that they knew they should wear gloves, a mask or protective clothing when they use it; 9.5% mentioned that they were aware that they should not burn it.

Though top-of-mind mentions are not necessarily indicative of protective measures consumers actually take, they do suggest a general lack of consumer awareness about protective measures.

At the same time, the experiment shows that consumers are not necessarily willing to want to find out about precautions and protective measures. The industry may want to rely on additional channels besides the CIS in stores.